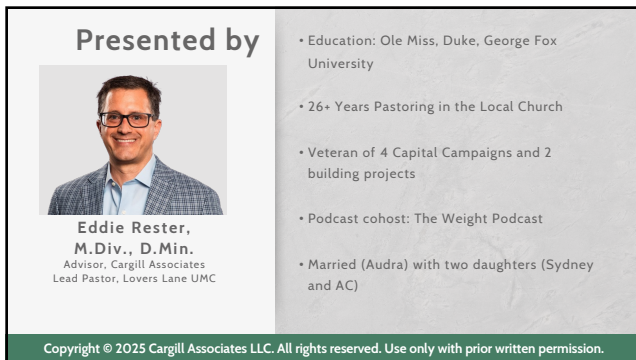




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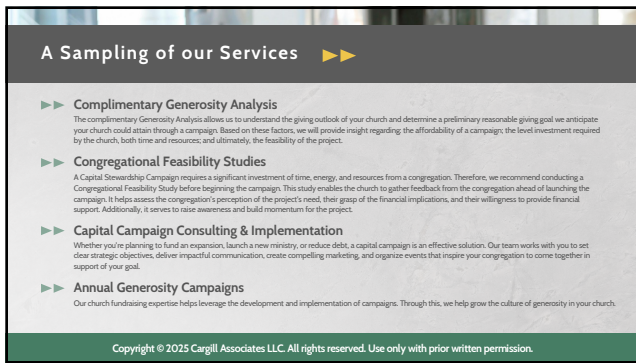
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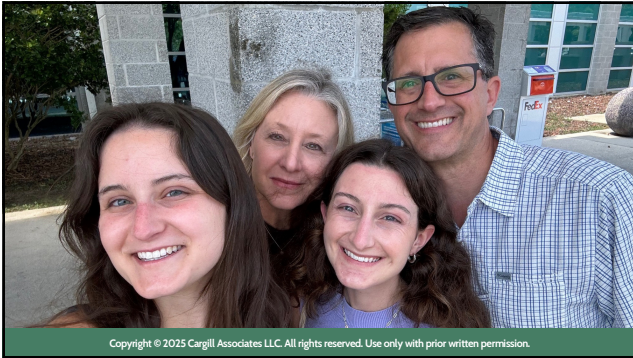
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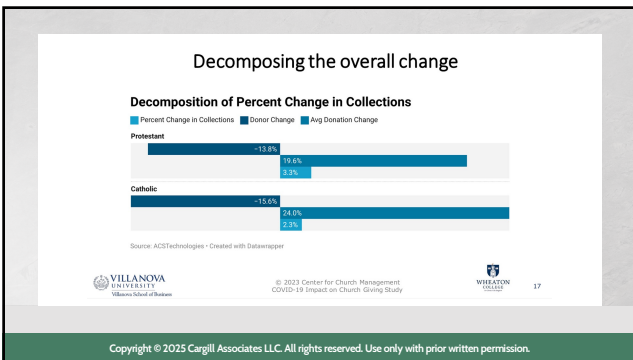
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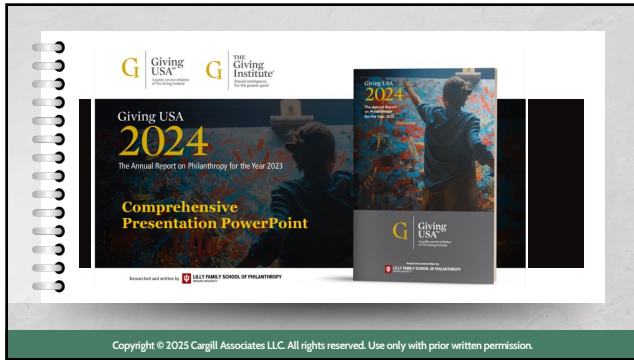
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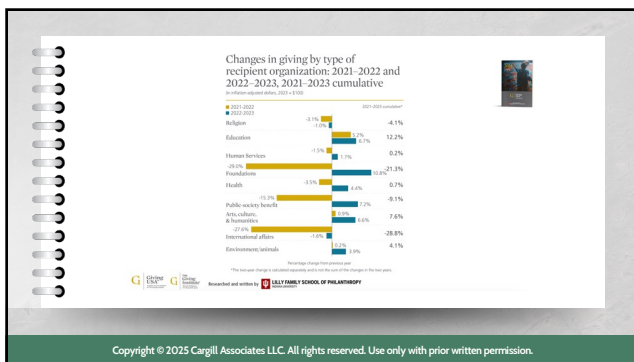
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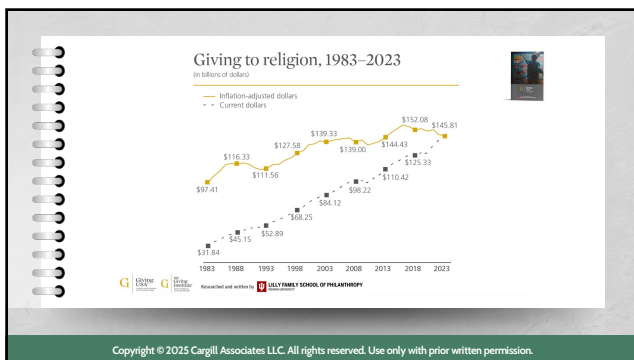
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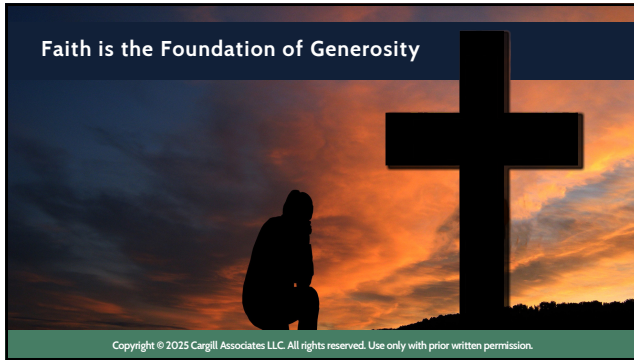
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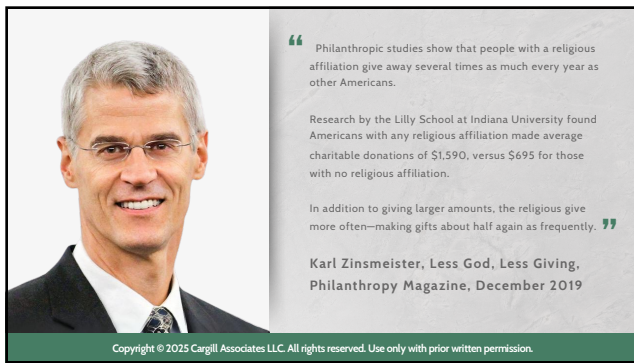
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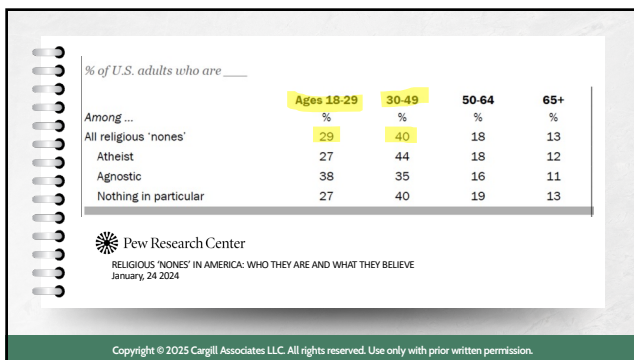
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Vox

FUTURE. PERFECT

Are we actually in the middle of a generosity crisis?

Charitable giving in the US is down. But generosity goes beyond dollars.

by Celia Ford

JUL 30, 2024, 8:00 AM CDT

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What Will the Church's Response Be? ▶▶

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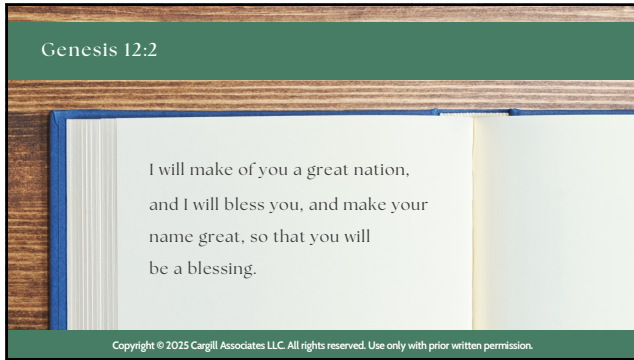
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2 Corinthians 8:7

Now as you excel in everything—in faith, in speech, in knowledge, in utmost eagerness, and in our love for you—so we want you to excel also in this generous undertaking.

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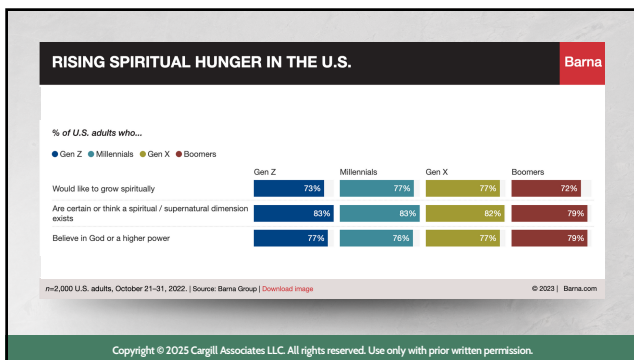
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Defining World Events ▶▶



9/11



Great Recession (2008)



The Digital Revolution (2005-2007)



2020 Pandemic

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Economic Pressures ▶▶

1. Educational Cost and Debt
2. Housing Prices and Interest Rates
3. Spiraling inflation
4. Cost of Childcare



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NextGen Giving ▶▶

“The spirit of generosity and passion for impact among young donors is awe-inspiring. But to harness it, nonprofit organizations must welcome a new generation of highly engaged, impact driven supporters looking for deep connections and measurable outcomes as key elements of their philanthropy.”

The Future of Giving: Trends Shaping Next-Gen Philanthropy, Forbes Non-Profit Council, April 21, 2022

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NextGen Giving

Research shows Gen Z individuals make an average of 5.3 donations per year, slightly higher than the 4.8 donations per year made by Millennials.

Source: New Epsilon/Abacus Cooperative

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Millennials and Giving

- 66% will do research before making a gift. Mostly prefer testimonials but will look at financials if available.
- Expects the entire giving experience to be digital (donation, receipts, etc.).
- Turned off by poor social media presence or inconsistent communications
- Willing to participate in peer-to-peer campaigns
- 74% of this group has supported nonprofits over an extended period of time.
- Will give immediately if moved (and provided an opportunity) and will stop giving if they feel their donation didn't matter
- Driven by personal relationships and personal stories.
- Want updates on social media*

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GenZ and Giving

- 57% do research before making a gift. Will check nonprofit impact reports, local media, and a nonprofit's social channels
- Very aware of a nonprofit's social media presence; Most likely to give in response to a social media campaign and turned off by poor social media presence or outdated websites
- Will stop giving if they aren't asked for another gift, if they never receive an impact update, or if they can no longer afford their support
- Willing to support in peer-to-peer campaigns
- Supporting good causes is important to their identity.
- Grown up using the internet and digital devices and expect to be able to support their favorite nonprofits through these channels as well.

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Engaging These Generations ▶▶

1. Lean Into Relationships—With Them & Their Networks

2. Help them connect Faith with Generosity

3. Communicate Impact Consistently Across Channels

4. Be Transparent

5. Be Bold



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5 Questions Churches Should Ask ▶▶

1. Are we primarily communicating information or stories?

2. Are we providing opportunities that allow younger adults to volunteer and give on their terms?

3. When was the last time we listened and acted on what heard?

4. Are we nimble enough to respond and engage on an immediate community need?

5. Who can we partner with in our community that's doing the work?

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A Quick Checklist: ▶▶

☒ Get Social

☒ Update Online Giving

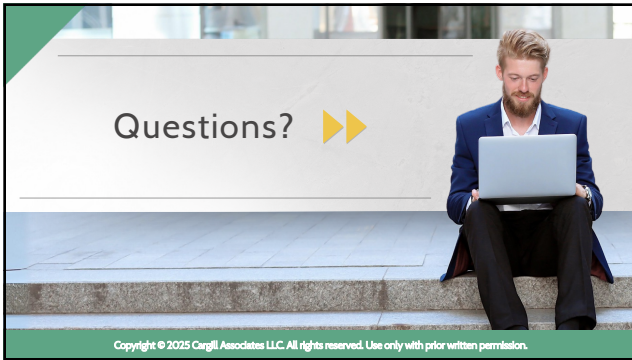
☒ Communicate a Story

☒ Expand Opportunities to Give



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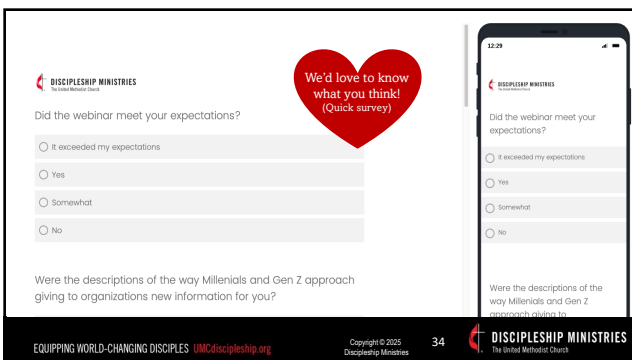
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